
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

January 26, 2022

Ald. Milele A. Coggs
(414) 286-2994

MKE Business Now Entrepreneurship Summit Set For Saturday, January 29th

Virtual event will include workshops and live panel discussion

The MKE Business Now Entrepreneurship Summit, a showcase of resources available and guiding strategies to help launch, grow, and sustain Milwaukee's next great business ventures, will take place virtually this **Saturday, January 29**.

The event, in its 10th year and sponsored by the event's host and **Milwaukee Alderwoman Milele A. Coggs**, the City of Milwaukee, American Family Insurance, U.S. Bank and the Historic King Drive Business Improvement District #8, will run from **10:00 a.m. to 2:00 p.m.** Organizations and experts will showcase the resources and strategies they can provide to local entrepreneurs, including **workshops** that begin at 10:00 a.m. and a **panel discussion** scheduled for 1:00 p.m. **All parts of the virtual event are free and open to the public.**

This MKE Business Now Entrepreneurship Summit will be streamed live on the City Channel (channel 25 on Spectrum Cable and channel 99 on AT&T U-Verse in the City of Milwaukee) and via streaming video on the city website at city.milwaukee.gov/Channel25. Additionally, those interested can view the event on Alderwoman Coggs' Facebook page at www.facebook.com/ald.coggs.

The MKE Business Now Entrepreneurship Summit is held to support the growth of local entrepreneurship and help innovators stimulate economic development, neighborhood reinvestment and job creation.

-More-

MKE Business Now/ADD ONE

“Small businesses and entrepreneurs are the backbone of our local economy, and every year the MKE Business Now Entrepreneurship Summit seeks to connect individuals with the resources needed to start or scale their business,” said Alderwoman Coggs. “I encourage Milwaukee residents looking to learn about entrepreneurship or business development to attend this year’s event as we work to build an environment where established and new businesses can prosper together.”

The summit’s feature event is a **panel discussion** from 1:00 to 2:00 p.m. titled “*How to turn your hustle and passion into a business*,” moderated by Ms. **Ray Hill**, executive director of the Historic King Drive BID. The panelists will be **Jamila Riley**, owner and lead designer of J. Riley, **Aziz Abdullah**, Co-Founder of INPOWER, **Dwight Jackson**, Owner/Operator Pepper Pot, **Angela Mallett**, founder of HoneyBee Sage Wellness & Apothecary, and **Rosy Petri**, Artist at Paradise Home.

Four virtual workshops begin the summit:

- **10 a.m. -Get the Money: How to Get Finances for Your Business**
presented by Wisconsin Women’s Business Initiative Corp., Department of City Development, and KIVA
- **10:45 a.m. - Creating a Lead Funnel for Attracting New Customers**
presented by: Aziz Abdullah, Co-Founder INPOWER
- **11:30 a.m. - Get in the Game: How to Access Business Opportunities with American Rescue Plan Act** presented by the Milwaukee Health Department, Milwaukee Department of City Development, Employ Milwaukee, Social Development Commission, and City of Milwaukee Office Equity and Inclusion
- **12:15 p.m. - Small brand: BIG impact** presented by Ebony Ssali, owner of Ssali Media Group.

“I am excited to once again be able to provide our entrepreneurs with an avenue to connect with a wealth of local critical assets and sources of expertise,” Alderwoman Coggs said. “Milwaukee’s business community is at its finest when all of its members pull together to succeed.”

PLEASE JOIN US!

WORKSHOPS & PANEL DISCUSSION

10:00 AM

Get the Money: How To Get Finances for Your Business

Presented by: Wisconsin Women's
Business Initiative Corporation,
Department of City Development, KIVA

10:45 AM

Creating a Lead Funnel for Attracting New Customers

Presented by: Aziz Abdullah,
Co-Founder INPOWER

11:30 AM

Get In the Game: How to Access Business Opportunities With American Rescue Plan Act

Presented by: Employ Milwaukee,
Department of City Development, Milwaukee
Health Department, Social Development
Commission, Office of Equity & Inclusion

12:15 PM

Small Brand: BIG Impact

Presented by: Ssali Media Group

1:00 PM

Panel Discussion

How To Turn Your Hustle and
Passion Into a Business



—
**SATURDAY
JANUARY 29
10AM – 2PM
VIRTUAL
LIVESTREAM**

—
WHERE TO WATCH
facebook.com/ald.coggs
milwaukee.gov/citychannel

—
**PARTICIPATE IN THE
PANEL DISCUSSION**
<https://tinyurl.com/yckma9rw>

—
SPONSORED BY:



10TH ANNUAL MKE Business Now Entrepreneurship Summit

This FREE and VIRTUAL event includes workshops,
a panel discussion, and resources from organizations
that are available to help Milwaukee entrepreneurs.
It is a showcase of resources available to help
launch new business ventures and an opportunity
to connect with established local professionals.

PLEASE JOIN US!

1:00 PM

MODERATOR

PANELISTS

PANEL DISCUSSION

How To Turn Your Hustle and Passion
Into a Business



RAY HILL

Executive Director,

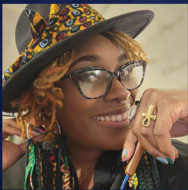
Historic King Drive Business
Improvement District No. 8



ANGELA MALLET

Founder,

HoneyBee Sage
Wellness & Apothecary



JAMILA RILEY

Owner & Lead Designer,

J. Riley



DWIGHT JACKSON

Restaurant Owner/Operator,

Pepper



AZIZ ABDULLAH

Co-Founder,

INPOWER



ROSY PETRI

Artist at Paradise Home



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